



X



A new way to better handle impaired stimulus filtering to promote a better social integration.

Overview

Problem

- ADHD, Migraine and more



Solution

- Training with Virtual Reality



Network

- Multiple Clinics



Market

- 22 mio People



sefit and Basel

**Mentored by
Innovation Basel**

**Mentored by
Impact Hub Basel**

Many local partners

Team from here

**Beautiful landscape
for relaxing senes**

**Record crowded,
gastronomical
places**

Hypersensitivity the Problem

Symptom

Drugs

Exposure

Consequences

ADHD



**Social
Isolation**

Migraine



**Challenges in
Education**

No diagnosis



**Fewer Job
Opportunities**

**Mental Health
Risks**

Solution = sefit

Combination of
technologies

Train everyday
situations

Measure the
progress

Personalized
exposure



We are different

**Training at home
and in practice**

**Real recorded
scenes**

**Increasing
difficulty levels**

**Measure
progress**

Gamification

**Digital
Biomarker**

More possibilities in life

**Easier to participate
in education**



**Comfortable with
family and friends**



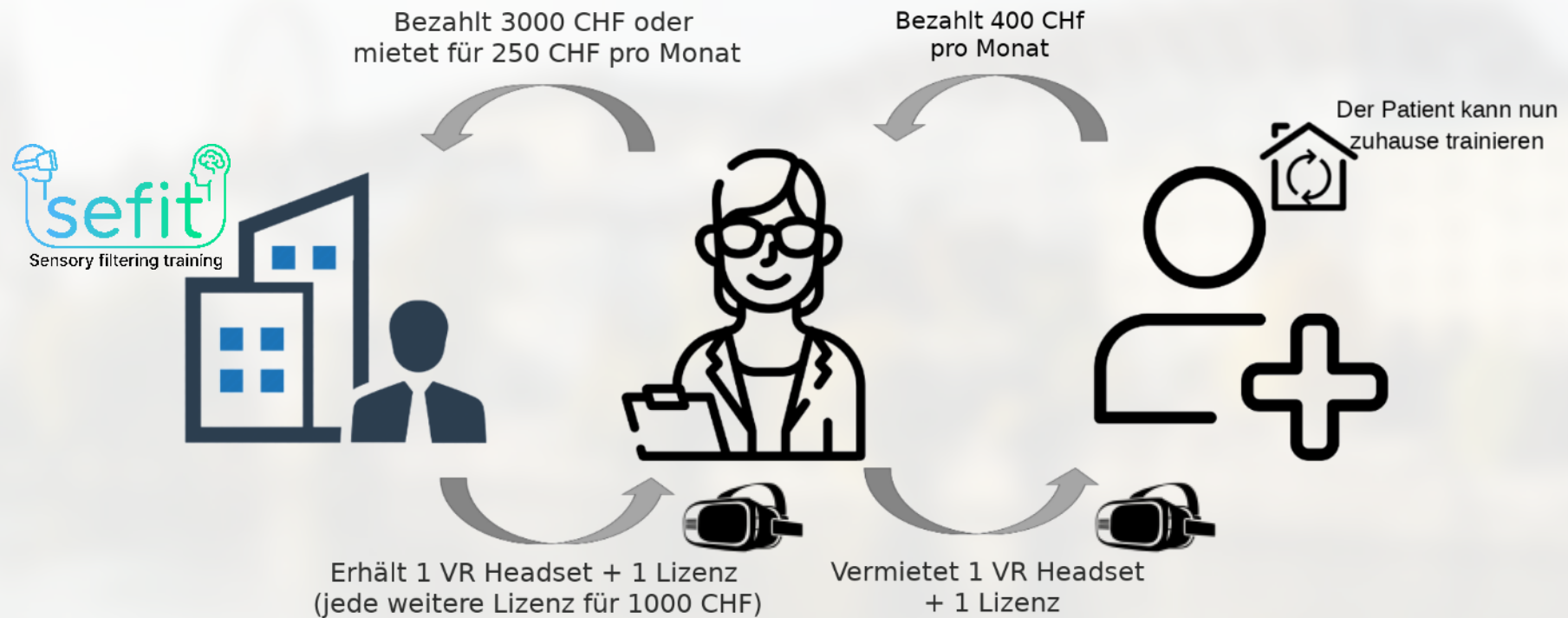
**New Job
opportunities**



**Improved
quality of life**



Market – B2B2C



Go-to-Market Strategy

**Customer
Centered
Design**

**Collaborations
with
clinics**

**Patient
associations
collaborations**

**Sales &
Marketing
Employees**

Team



Elena Börlin

Project Responsible


Bsc Medical Informatics



César Álvarez González

Scientific Advisor

Neurologist



For Patients from Patients. 10+ affected teammembers.

Advisors

**Thomas
Girsberger**



**Dr. med. Thomas
Girsberger**

Facharzt für Kinder- und
Jugendpsychiatrie
Spezialist für Autismus-Spektrum-
Störungen

**Dominique de
Quervain**



**Prof Dr. Med. Dominique
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Professor für Neurowissenschaften
und Direktor der Abteilung für
Kognitive Neurowissenschaften an
der Universität Basel

**Mentor from
Innosuisse**



Frank Wolff

**Mentoring
supported by**

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation


Innosuisse – Swiss Innovation Agency

**Mentor from
Innosuisse**



Jan Fülischer

**Initial Coaching
supported by**

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

Current project status

Proven effectiveness
with other diagnoses

Interviews with 19
patients and 18
therapists

VR prototype
developed

Studies planned with
clinics end of 2024



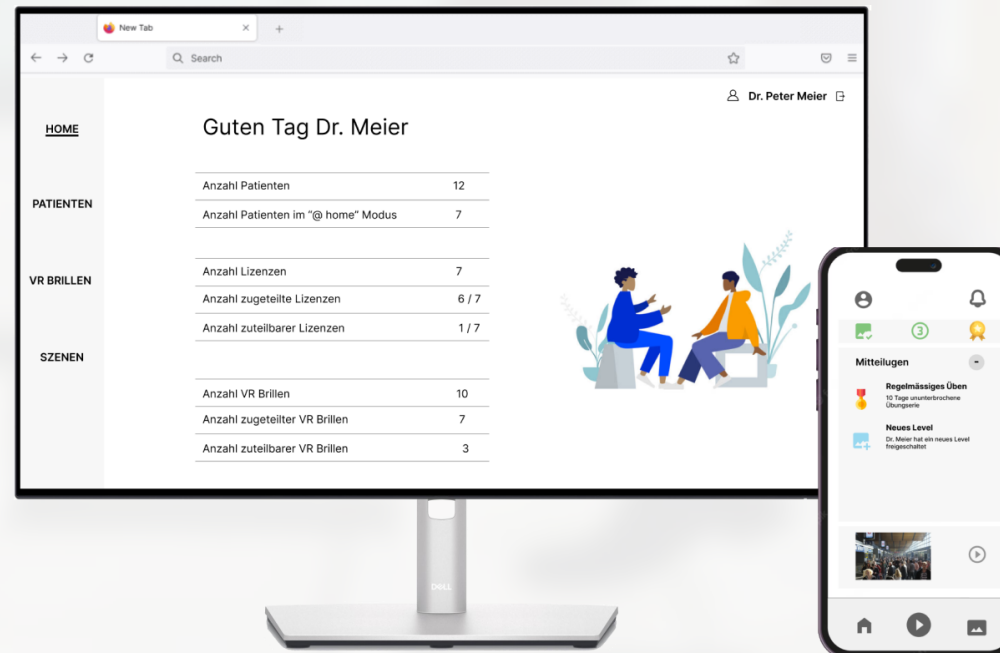
Next Steps

Liquidity for more
ressources

Develop Prototype
into MVP

Plan Clinical Study
and negotiate

We need 300-500k
(depends on study)



What we are looking for

Teammembers

- Programmers
- Finances
- Design

Collaborations

- ReHabs
- Clinics
- Neuropsychologists
- Psychiatrists
- Psychologists

More

Affected people for

- Interviews
- Testing the software

Locations to film like

- Small grocery shops
- Schools
- Restaurants, bars, coffee shops
- Crowded Places

Therapists and Coaches

- Discuss the project
- Test the software

Thank you for your attention!

The **social need** is a **basic need**
of every human being.



Elena Börlin

Projectresponsible

Bsc. Medical Informatics

2.5 years Team Leader Software Development

Neurology University Hospital Basel

Professional experience with Software as
a Medical Device, CSV and GXP

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Let's connect!

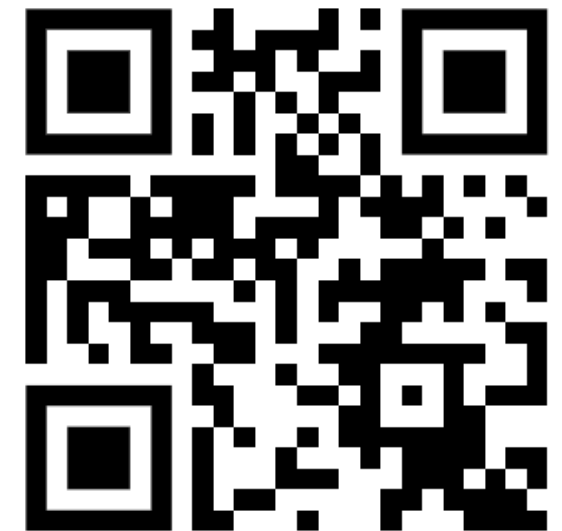
VCard



Request more info



Newsletter



INNOVATION BASEL – Das Netzwerk für deinen nächsten Schritt

VORSTELLUNG


sefit

Name: Elena Börlin

Datum: 15.11.2023

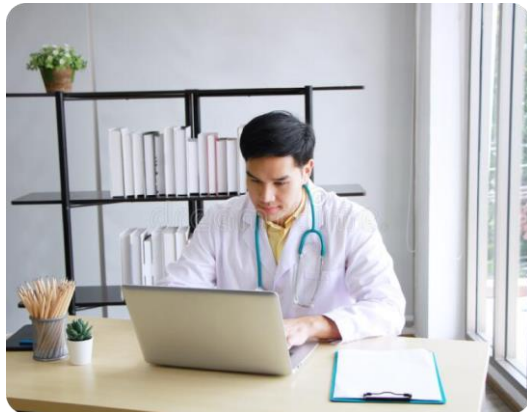
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Timeline

	2023	2024	2025	2026	Goals
Product & Studies <i>Multi-center clinical studies</i>	Prototype	UPK In-Lab Test / Pilot Study	Market-ready product (MedTech device)		<ul style="list-style-type: none"> • 1 Publication • Results form 2 studies
Customer & Market Entry	Marketing strategy	Participation in med. congresses	 CH Soft market entry (Wellness Device)		<ul style="list-style-type: none"> • CH: 80 therapists und 400 user licenses sold (successfull therapies finished)
Company		Incorporation CH 2 FTE	6 FTE	12 FTE	<ul style="list-style-type: none"> • AG incorporation CH • At least 10 FTE
Patent	CH Patent published	EU patent published	USA & CA Patent published		<ul style="list-style-type: none"> • Patent in CH + EU published
Funding Need	75k non-dillutive	300k non-dillutive	400k dillutive	500k dillutive	<ul style="list-style-type: none"> • 1.2mio Funding secured <ul style="list-style-type: none"> • 750k dillutive • 466k non-dillutive

Customer Journey & Business Case

Therapist orders
online



4-8 sessions
together



Patient trains at
home 3-4 months



Goals reached

